

## TOTAL CUSTOMER EXPERIENCE SOLUTION TOOLSET

### ABSTRACT OF THE INVENTION

A method for developing a solution to a customer experience issue.

- 5 In one embodiment, the method includes: identifying a target customer including customer requirements and a customer profile; defining a current customer experience and comparing it with a customer experience provided by a competitor; summarizing values and benefits that should be provided to the target customer; identifying metrics for measuring success of a solution; 10 identifying gaps between current solutions and the benefits; and generating solutions for delivering the benefits and selecting a solution path which delivers the greatest number of benefits.

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